

# **HD Voice Market by Application (Video Conferencing, Audio Conferencing, Web Conferencing, Multimedia Conferencing, Audio Broadcast, Announcement Services), by User Type (Enterprise User, Consumer) - Worldwide Market Forecasts and Analysis (2014 - 2019)**

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## **Abstracts**

Voice communication is moving rapidly with the evolution from Plain Old Telephone Service (POTS) to IP-based telephony. HD voice refers to the next-generation technology which offers considerably higher voice quality for calls using both mobile and fixed networks. This technology is a type of voice transmission, present in VoIP systems, whereby higher voice quality is communicated over a lower bandwidth.

The usage patterns and growth of Over-The-Top (OTT) providers such as that of Skype are visibly driving the market for VoIP technology. The businesses, predominantly in the case of SMBs, are also progressively deploying web conferencing applications to combine voice, video, and screen sharing for provision of an enriched communication experience.

Strategic VoIP handset equipment vendors, namely Polycom, Snom, and Aastra among various others are gradually implementing HD codec technology into their products, in order to remain competitive and offer an additional enticement for its customers to shift to VoIP technology.

The major restraints in this market are the lack of codec interoperability, and limited accessibility and connectivity of the devices. This report analyzes the growth rate and penetration of HD voice across all regions.

There are various assumptions that have been taken into consideration for the market sizing and forecasting exercise. A few of the global assumptions include political, economic, social, technological, and economic factors. For instance, exchange rate is one of the economic factors which are expected to have a moderate rating of impact on this market. Therefore, dollar fluctuations are expected to not seriously affect the forecasts in the emerging Asia-Pacific (APAC) regions.

**The report will help the market leaders/new entrants in this market in the following ways:**

1. This report segments the market into applications, covering this market comprehensively. The report provides the closest approximations of the revenue numbers for the overall market and the sub-segments. The market numbers are further split across different users and regions.
2. This report will help them better understand the competitors and gain more insights to better position one's business. There is a separate section on competitive landscape, including end-user analysis, mergers and acquisitions, and venture capital funding. Besides this, there are company profiles of the ten major players in this market. In this section, market internals are provided that can help place one's company ahead of the competitors.
3. The report helps them understand the pulse of the market. The report provides information on key market drivers, restraints, challenges, and opportunities.

## Contents

### **1 INTRODUCTION**

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKETS COVERED
- 1.3 STAKEHOLDERS
- 1.4 MARKET SCOPE

### **2 RESEARCH METHODOLOGY**

- 2.1 MARKET SIZE ESTIMATION
- 2.2 MARKET CRACKDOWN AND DATA TRIANGULATION
- 2.3 MARKET SHARE ESTIMATION
  - 2.3.1 KEY DATA TAKEN FROM SECONDARY SOURCES
  - 2.3.2 KEY DATA FROM PRIMARY SOURCES
  - 2.3.3 ASSUMPTIONS
  - 2.3.4 KEY INDUSTRY INSIGHTS

### **3 EXECUTIVE SUMMARY**

### **4 PREMIUM INSIGHTS**

- 4.1 ATTRACTIVE MARKET OPPORTUNITIES IN HD VOICE MARKET
- 4.2 HD VOICE MARKET – TOP THREE APPLICATIONS
- 4.3 GLOBAL HD VOICE APPLICATION MARKET
- 4.4 HD VOICE MARKET POTENTIAL
- 4.5 GLOBAL HD VOICE USER MARKET (2019)
- 4.6 HD VOICE REGIONAL MARKET
- 4.7 APPLICATIONS GROWTH MATRIX
- 4.8 LIFECYCLE ANALYSIS, BY REGION

### **5 MARKET OVERVIEW**

- 5.1 INTRODUCTION
- 5.2 EVOLUTION
- 5.3 MARKET SEGMENTATION
  - 5.3.1 HD VOICE MARKET SIZE, BY APPLICATION
  - 5.3.2 HD VOICE MARKET SIZE, BY ACCESS TYPE

### 5.3.3 HD VOICE MARKET SIZE, BY USER TYPE

### 5.3.4 HD VOICE MARKET SIZE, BY REGION

## 5.4 MARKET DYNAMICS

### 5.4.1 DRIVERS

#### 5.4.1.1 Increasing adoption of Voice over LTE (VoLTE)

#### 5.4.1.2 Evidently changing voice usage models

#### 5.4.1.3 Growing popularity of softphone technology

#### 5.4.1.4 Expansive ongoing adoption by SMBs

#### 5.4.1.5 Increasing support of WebRTC by different web browsers

### 5.4.2 RESTRAINTS

#### 5.4.2.1 Explosive growth of Over-the-Top (OTT) players

#### 5.4.2.2 Limited accessibility and connectivity

### 5.4.3 OPPORTUNITIES

#### 5.4.3.1 Lower infrastructure development cost

#### 5.4.3.2 Generating surplus revenue streams

#### 5.4.3.3 Disparity of services

### 5.4.4 CHALLENGES

#### 5.4.4.1 Lack of codec interoperability

#### 5.4.4.2 Increasing investments for network adaptability

### 5.4.5 BURNING ISSUE

#### 5.4.5.1 Inability to direct HD voice calls through PSTN

## 5.5 STANDARDS

### 5.5.1 INTRODUCTION

### 5.5.2 AMR-WB

### 5.5.3 EVRC-NW

## 5.6 RISE IN CONSUMER ACCEPTANCE OF HD VOICE

## 5.7 EMERGING TRENDS

### 5.7.1 INTRODUCTION

### 5.7.2 LONG TERM EVOLUTION (LTE)

### 5.7.3 FIXED BROADBAND

## 6 INDUSTRY TRENDS

### 6.1 INTRODUCTION

### 6.2 VALUE CHAIN ANALYSIS

#### 6.2.1 COMMUNICATION SERVICE PROVIDER (CSP)

#### 6.2.2 DEVICE MANUFACTURERS

#### 6.2.3 APPLICATION DEVELOPER

### 6.3 PORTER'S FIVE FORCES ANALYSIS

- 6.3.1 THREAT FROM NEW ENTRANTS
- 6.3.2 THREAT FROM SUBSTITUTES
- 6.3.3 BARGAINING POWER OF SUPPLIERS
- 6.3.4 BARGAINING POWER OF BUYERS
- 6.3.5 INTENSITY OF COMPETITIVE RIVALRY
- 6.4 PEST ANALYSIS
  - 6.4.1 POLITICAL FACTORS
  - 6.4.2 ECONOMIC FACTORS
  - 6.4.3 SOCIAL FACTORS
  - 6.4.4 TECHNOLOGICAL FACTORS

## **7 GLOBAL HD VOICE MARKET ANALYSIS, BY APPLICATION**

- 7.1 INTRODUCTION
- 7.2 VIDEO CONFERENCING
- 7.3 AUDIO CONFERENCING
- 7.4 WEB CONFERENCING
- 7.5 MULTIMEDIA CONFERENCING
- 7.6 AUDIO BROADCAST
  - 7.6.1 VOICE MAIL
  - 7.6.2 VOICE SMS
- 7.7 ANNOUNCEMENT SERVICES

## **8 GLOBAL HD VOICE MARKET ANALYSIS, BY ACCESS TYPE**

- 8.1 INTRODUCTION
- 8.2 MOBILE ACCESS
- 8.3 BROADBAND ACCESS

## **9 GLOBAL HD VOICE MARKET ANALYSIS, BY USER TYPE**

- 9.1 INTRODUCTION
- 9.2 ENTERPRISE USER
- 9.3 CONSUMER

## **10 GEOGRAPHIC ANALYSIS**

- 10.1 INTRODUCTION
- 10.2 NORTH AMERICA

10.3 EUROPE

10.4 ASIA-PACIFIC

10.5 MIDDLE EAST AND AFRICA

10.6 LATIN AMERICA

## **11 COMPETITIVE LANDSCAPE**

11.1 OVERVIEW

11.2 COMPETITIVE SITUATION AND TRENDS

11.2.1 NEW PRODUCT LAUNCHES

11.2.2 PARTNERSHIPS AND COLLABORATIONS 2011-2014

11.2.3 MERGERS AND ACQUISITIONS

11.2.4 VC FUNDING

11.3 END-USER LANDSCAPE

11.3.1 END USER ANALYSIS

11.3.1.1 Acceptance of HD voice by enterprise users

11.3.1.2 Acceptance of HD voice by consumers

## **12 COMPANY PROFILES (BUSINESS OVERVIEW, PRODUCTS & SERVICES, KEY INSIGHTS, RECENT DEVELOPMENTS)**

12.1 INTRODUCTION

12.2 ERICSSON

12.3 AT&T

12.4 ORANGE AG

12.5 VERIZON COMMUNICATIONS

12.6 POLYCOM, INC.

12.7 CISCO SYSTEMS, INC.

12.8 BROADCOM CORPORATION

12.9 ALCATEL-LUCENT

12.10 DEUTSCHE TELEKOM AG

12.11 AVAYA, INC. (Details on Overview, Products & Services, Strategies & Insights, Developments and MnM View might not be captured in case of unlisted companies.)

## **13 ADVERTORIAL**

13.1 ONSIP

13.1.1 COMPANY OVERVIEW;

13.1.2 PRODUCT & SERVICE OFFERINGS

### 13.1.3 STRATEGIES & INSIGHTS; DEVELOPMENTS:

## **14 APPENDIX**

### 14.1 DISCUSSION GUIDE

### 14.2 INTRODUCING RT: REAL TIME MARKET INTELLIGENCE

### 14.3 AVAILABLE CUSTOMIZATIONS

#### 14.3.1 RELATED REPORTS

## List Of Tables

### LIST OF TABLES

Table 1 GLOBAL HD VOICE MARKET SIZE AND GROWTH RATE, 2013-2019  
(\$MILLION, Y-O-Y %)

Table 2 INCREASING ADOPTION OF VOICE OVER LTE (VOLTE) IS PROPELLING  
THE GROWTH OF HD VOICE MARKET

Table 3 EXPLOSIVE GROWTH OF OVER-THE-TOP PLAYERS (OTT) IS  
RESTRAINING MARKET GROWTH

Table 4 LOWER INFRASTRUCTURE DEVELOPMENT COST IS AN OPPORTUNITY  
IN THE HD VOICE MARKET

Table 5 LACK OF CODEC INTEROPERABILITY IS CONSTRAINING THE GROWTH  
OF HD VOICE MARKET

Table 6 GLOBAL HD VOICE MARKET SIZE, BY APPLICATION, 2013-2019  
(\$MILLION)

Table 7 GLOBAL HD VOICE MARKET GROWTH, BY APPLICATION, 2014 & 2019 (Y-  
O-Y %)

Table 8 VIDEO CONFERENCING MARKET SIZE, BY REGION, 2013-2019  
(\$MILLION)

Table 9 VIDEO CONFERENCING MARKET GROWTH, BY REGION, 2014 & 2019 (Y-  
O-Y %)

Table 10 AUDIO CONFERENCING MARKET SIZE, BY REGION, 2013-2019  
(\$MILLION)

Table 11 AUDIO CONFERENCING MARKET GROWTH, BY REGION, 2014 & 2019 (Y-  
O-Y %)

Table 12 WEB CONFERENCING MARKET SIZE, BY REGION, 2013-2019 (\$MILLION)

Table 13 WEB CONFERENCING MARKET GROWTH, BY REGION, 2014 & 2019 (Y-O-  
Y %)

Table 14 MULTIMEDIA CONFERENCING MARKET SIZE, BY REGION, 2013-2019  
(\$MILLION)

Table 15 MULTIMEDIA CONFERENCING MARKET GROWTH, BY REGION, 2014 &  
2019 (Y-O-Y %)

Table 16 AUDIO BROADCAST MARKET SIZE, BY REGION, 2013-2019 (\$MILLION)

Table 17 AUDIO BROADCAST MARKET GROWTH, BY REGION, 2014 & 2019 (Y-O-Y  
%)

Table 18 VOICE MAIL MARKET SIZE, BY REGION, 2013-2019 (\$MILLION)

Table 19 VOICE MAIL MARKET GROWTH, BY REGION, 2014 & 2019 (Y-O-Y %)

Table 20 VOICE SMS MARKET SIZE, BY REGION, 2013-2019 (\$MILLION)



Table 21 VOICE SMS MARKET GROWTH, BY REGION, 2014 & 2019 (Y-O-Y %)

Table 22 ANNOUNCEMENT SERVICES MARKET SIZE, BY REGION, 2013-2019 (\$MILLION)

Table 23 ANNOUNCEMENT SERVICES MARKET GROWTH, BY REGION, 2014 & 2019 (Y-O-Y %)

Table 24 GLOBAL HD VOICE MARKET SIZE, BY ACCESS TYPE, 2013-2019 (\$MILLION)

Table 25 GLOBAL HD VOICE MARKET GROWTH, BY ACCESS TYPE, 2014 & 2019 (Y-O-Y %)

Table 26 MOBILE ACCESS MARKET SIZE, BY USER TYPE, 2013-2019 (\$MILLION)

Table 27 MOBILE ACCESS MARKET SIZE, BY REGION, 2013-2019 (\$MILLION)

Table 28 BROADBAND ACCESS MARKET SIZE, BY USER TYPE, 2013-2019 (\$MILLION)

Table 29 BROADBAND ACCESS MARKET SIZE, BY REGION, 2013-2019 (\$MILLION)

Table 30 GLOBAL HD VOICE MARKET SIZE, BY USER TYPE, 2013-2019 (\$MILLION)

Table 31 GLOBAL HD VOICE MARKET GROWTH, BY USER TYPE, 2014 & 2019 (Y-O-Y %)

Table 32 ENTERPRISE USER MARKET SIZE, BY APPLICATION, 2013-2019 (\$MILLION)

Table 33 ENTERPRISE USER MARKET GROWTH, BY APPLICATION, 2014 & 2019 (Y-O-Y %)

Table 34 ENTERPRISE USER MARKET SIZE, BY ACCESS TYPE, 2013-2019 (\$MILLION)

Table 35 ENTERPRISE USER MARKET SIZE, BY REGION, 2013-2019 (\$MILLION)

Table 36 ENTERPRISE USER MARKET GROWTH, BY REGION, 2014 & 2019 (Y-O-Y %)

Table 37 CONSUMER MARKET SIZE, BY APPLICATION, 2013-2019 (\$MILLION)

Table 38 CONSUMER MARKET GROWTH, BY APPLICATION, 2014 & 2019 (Y-O-Y %)

Table 39 CONSUMER MARKET SIZE, BY ACCESS TYPE, 2013-2019 (\$MILLION)

Table 40 CONSUMER MARKET SIZE, BY REGION, 2013-2019 (\$MILLION)

Table 41 CONSUMER MARKET GROWTH, BY REGION, 2014 & 2019 (Y-O-Y %)

Table 42 GLOBAL HD VOICE MARKET SIZE, BY REGION, 2013-2019 (\$MILLION)

Table 43 GLOBAL HD VOICE MARKET GROWTH, BY REGION, 2014 & 2019 (Y-O-Y %)

Table 44 NORTH AMERICA: HD VOICE MARKET SIZE, BY APPLICATION, 2013-2019 (\$MILLION)

Table 45 NORTH AMERICA: HD VOICE MARKET GROWTH, BY APPLICATION, 2014 & 2019 (Y-O-Y %)

Table 46 NORTH AMERICA: HD VOICE MARKET SIZE, BY ACCESS TYPE, 2013-2019 (\$MILLION)

Table 47 NORTH AMERICA: HD VOICE MARKET GROWTH, BY ACCESS TYPE, 2014 & 2019 (Y-O-Y %)

Table 48 NORTH AMERICA: HD VOICE MARKET SIZE, BY USER TYPE, 2013-2019 (\$MILLION)

Table 49 NORTH AMERICA: HD VOICE MARKET GROWTH, BY USER TYPE, 2014 & 2019 (Y-O-Y %)

Table 50 EUROPE: HD VOICE MARKET SIZE, BY APPLICATION, 2013-2019 (\$MILLION)

Table 51 EUROPE: HD VOICE MARKET GROWTH, BY APPLICATION, 2014 & 2019 (Y-O-Y %)

Table 52 EUROPE: HD VOICE MARKET SIZE, BY ACCESS TYPE, 2013-2019 (\$MILLION)

Table 53 EUROPE: HD VOICE MARKET GROWTH, BY ACCESS TYPE, 2014 & 2019 (\$MILLION)

Table 54 EUROPE: HD VOICE MARKET SIZE, BY USER TYPE, 2013-2019 (\$MILLION)

Table 55 EUROPE: HD VOICE MARKET GROWTH, BY USER TYPE, 2014 & 2019 (Y-O-Y %)

Table 56 APAC: HD VOICE MARKET SIZE, BY APPLICATION, 2013-2019 (\$MILLION)

Table 57 APAC: HD VOICE MARKET GROWTH, BY APPLICATION, 2014 & 2019 (Y-O-Y %)

Table 58 APAC: HD VOICE MARKET SIZE, BY ACCESS TYPE, 2013-2019 (\$MILLION)

Table 59 APAC: HD VOICE MARKET GROWTH, BY ACCESS TYPE, 2014 & 2019 (Y-O-Y %)

Table 60 APAC: HD VOICE MARKET SIZE, BY USER TYPE, 2013-2019 (\$MILLION)

Table 61 APAC: HD VOICE MARKET GROWTH, BY USER TYPE, 2014 & 2019 (Y-O-Y %)

Table 62 MEA: HD VOICE MARKET SIZE, BY APPLICATION, 2013-2019 (\$MILLION)

Table 63 MEA: HD VOICE MARKET GROWTH, BY APPLICATION, 2014 & 2019 (Y-O-Y %)

Table 64 MEA: HD VOICE MARKET SIZE, BY ACCESS TYPE, 2013-2019 (\$MILLION)

Table 65 MEA: HD VOICE MARKET GROWTH, BY ACCESS TYPE, 2014 & 2019 (Y-O-Y %)

Table 66 MEA: HD VOICE MARKET SIZE, BY USER TYPE, 2013-2019 (\$MILLION)

Table 67 MEA: HD VOICE MARKET GROWTH, BY USER TYPE, 2014 & 2019 (Y-O-Y %)

Table 68 LATIN AMERICA: HD VOICE MARKET SIZE, BY APPLICATION, 2013-2019 (\$MILLION)

Table 69 LATIN AMERICA: HD VOICE MARKET GROWTH, BY APPLICATION, 2014 & 2019 (Y-O-Y %)

Table 70 LATIN AMERICA: HD VOICE MARKET SIZE, BY ACCESS TYPE, 2013-2019 (\$MILLION)

Table 71 LATIN AMERICA: HD VOICE MARKET GROWTH, BY ACCESS TYPE, 2014 & 2019 (Y-O-Y %)

Table 72 LATIN AMERICA: HD VOICE MARKET SIZE, BY USER TYPE, 2013-2019 (\$MILLION)

Table 73 LATIN AMERICA: HD VOICE MARKET GROWTH, BY USER TYPE, 2014 & 2019 (Y-O-Y %)

Table 74 NEW PRODUCT LAUNCHES, 2011-2014

Table 75 PARTNERSHIPS AND COLLOBORATIONS

Table 76 MERGERS AND ACQUISITIONS, 2011-2014

Table 77 VC FUNDING, 2011-2014

## List Of Figures

### LIST OF FIGURES

Figure 1 GLOBAL HD VOICE MARKET

Figure 2 RESEARCH METHODOLOGY

Figure 3 MARKET SIZE ESTIMATION METHODOLOGY: BOTTOM-UP APPROACH

Figure 4 MARKET SIZE ESTIMATION METHODOLOGY: TOP-DOWN APPROACH

Figure 5 BREAK DOWN OF PRIMARY INTERVIEW: BY COMPANY TYPE, DESIGNATION, AND REGION

Figure 6 HD VOICE MARKET SIZE, APPLICATION SNAPSHOT (2014-2019): MARKET FOR AUDIO CONFERENCING IS EXPECTED TO DOUBLE IN THE NEXT FIVE YEARS

Figure 7 GLOBAL HD VOICE MARKET SIZE, BY APPLICATION, 2014

Figure 8 GLOBAL HD VOICE MARKET SHARE, 2014

Figure 9 BETTER QUALITY OF SERVICE FOR VOICE APPLICATIONS WILL ACT AS AN ATTRACTIVE MARKET OPPORTUNITY FOR THE HD VOICE MARKET

Figure 10 AUDIO CONFERENCING, WEB CONFERENCING, AND VIDEO CONFERENCING ARE THE TOP THREE SEGMENTS GAINING THE HIGHEST TRACTION IN TERMS OF MARKET SIZE

Figure 11 NORTH AMERICA HOLDS THE MAXIMUM SHARE IN THE HD VOICE MARKET (2014)

Figure 12 LATIN AMERICA IS EXPECTED TO HAVE THE HIGHEST MARKET GROWTH POTENTIAL FOR HD VOICE IN THE YEARS TO COME

Figure 13 ENTERPRISE USER SEGMENT WILL CONTINUE TO DOMINATE THE HD VOICE MARKET IN THE NEXT FIVE YEARS

Figure 14 ASIA-PACIFIC MARKET TO GROW FASTER THAN EUROPE AND NORTH AMERICA

Figure 15 HD VOICE APPLICATION, GROWTH MATRIX

Figure 16 REGIONAL LIFECYCLE (2014)

Figure 17 COMMUNICATION SERVICE PROVIDER TO PLAY A CRUCIAL ROLE IN HD VOICE MARKET

Figure 18 HD VOICE MARKET SIZE, BY APPLICATION

Figure 19 HD VOICE MARKET SIZE, BY ACCESS TYPE

Figure 20 HD VOICE: MARKET SIZE, BY USER TYPE

Figure 21 HD VOICE MARKET SIZE, BY REGION

Figure 22 ADOPTION OF VOLTE WILL DRIVE THE MARKET FOR HD VOICE

Figure 23 RISE IN CONSUMER ACCEPTANCE OF HD VOICE

Figure 24 VALUE CHAIN ANALYSIS

Figure 25 PORTER'S FIVE FORCE ANALYSIS (2014): INTENSE COMPETITION FROM OTT PLAYERS IS INCREASING COMPETITION IN THE MARKET

Figure 26 AUDIO CONFERENCING AND WEB CONFERENCING LEAD THE APPLICATIONS MARKET

Figure 27 AUDIO CONFERENCING WILL CONTINUE TO CONTROL THE APPLICATIONS MARKET FOR THE FORECAST PERIOD 2014-2019

Figure 28 AUDIO CONFERENCING APPLICATIONS MARKET WILL SHOW CONSIDERABLE GROWTH IN ALL REGIONS

Figure 29 VOICE MAIL WILL CONTINUE TO CONTROL THE AUDIO BROADCAST MARKET WITH MORE THAN HALF OF THE SHARE IN 2019

Figure 30 MORE THAN HALF OF THE MARKET IS DOMINATED BY MOBILE ACCESS

Figure 31 NORTH AMERICA WILL CONTROL THE MOBILE ACCESS MARKET WITH MORE THAN 1/4TH OF THE MARKET SHARE IN 2019

Figure 32 NORTH AMERICA WILL CONTROL THE BROADBAND ACCESS MARKET IN 2019 WITH MORE THAN 1/4TH OF THE MARKET SHARE

Figure 33 THE GLOBAL HD VOICE MARKET IS DOMINATED BY THE ENTERPRISE USER SEGMENT

Figure 34 WEB CONFERENCING WILL CONTINUE TO CONTROL THE ENTERPRISE USER MARKET IN 2019

Figure 35 AUDIO CONFERENCING AND WEB CONFERENCING WILL CONTINUE TO CONTROL THE CONSUMER MARKET WITH MORE THAN HALF OF THE MARKET IN 2019

Figure 36 GEOGRAPHIC SNAPSHOT – ASIA- PACIFIC IS EMERGING AS A NEW HOT SPOT

Figure 37 ASIA-PACIFIC: ONE OF THE ATTRACTIVE DESTINATION FOR ALL APPLICATION CATEGORIES

Figure 38 GEOGRAPHIC SNAPSHOT (2014-2019): RAPID GROWTH MARKETS ARE EMERGING

Figure 39 NORTH AMERICA MARKET SNAPSHOT: AUDIO CONFERENCING EXPECTED TO CONTRIBUTE MAXIMUM TO THE MARKET VALUE IN 2014

Figure 40 ASIA-PACIFIC HD VOICE MARKET SNAPSHOT - WEB CONFERENCING IS EXPECTED TO GAIN POPULARITY AMONG USERS BY 2019

Figure 41 ASIA-PACIFIC IS ONE OF THE FASTEST GROWING REGION IN THE HD VOICE MARKET

Figure 42 COMPANIES ADOPTED PARTNERSHIPS/ AGREEMENTS/ COLLABORATIONS AS THE KEY GROWTH STRATEGY OVER THE LAST THREE YEARS

Figure 43 CISCO SYSTEMS GREW AT THE FASTEST GROWTH RATE BETWEEN

2009 AND 2013

Figure 44 MARKET EVALUATION FRAMEWORK

Figure 45 BATTLE FOR MARKET SHARE: PARTNERSHIPS AND  
COLLABORATIONS WAS THE KEY STRATEGY

Figure 46 GEOGRAPHIC REVENUE MIX OF TOP 5 MARKET PLAYERS

Figure 47 ERICSSON: BUSINESS OVERVIEW

Figure 48 ERICSSON: SWOT ANALYSIS

Figure 49 AT&T: BUSINESS OVERVIEW

Figure 50 AT&T: SWOT ANALYSIS

Figure 51 ORANGE AG: BUSINESS OVERVIEW

Figure 52 ORANGE: SWOT ANALYSIS

Figure 53 VERIZON COMMUNICATIONS: BUSINESS OVERVIEW

Figure 54 VERIZON COMMUNICATIONS: SWOT ANALYSIS

Figure 55 POLYCOM: BUSINESS OVERVIEW

Figure 56 POLYCOM: SWOT ANALYSIS

Figure 57 CISCO SYSTEMS: BUSINESS OVERVIEW

Figure 58 BROADCOM CORPORATION: BUSINESS OVERVIEW

Figure 59 ALCATEL-LUCENT: BUSINESS OVERVIEW

Figure 60 DEUTSCHE TELEKOM: BUSINESS OVERVIEW

Figure 61 AVAYA: BUSINESS OVERVIEW

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